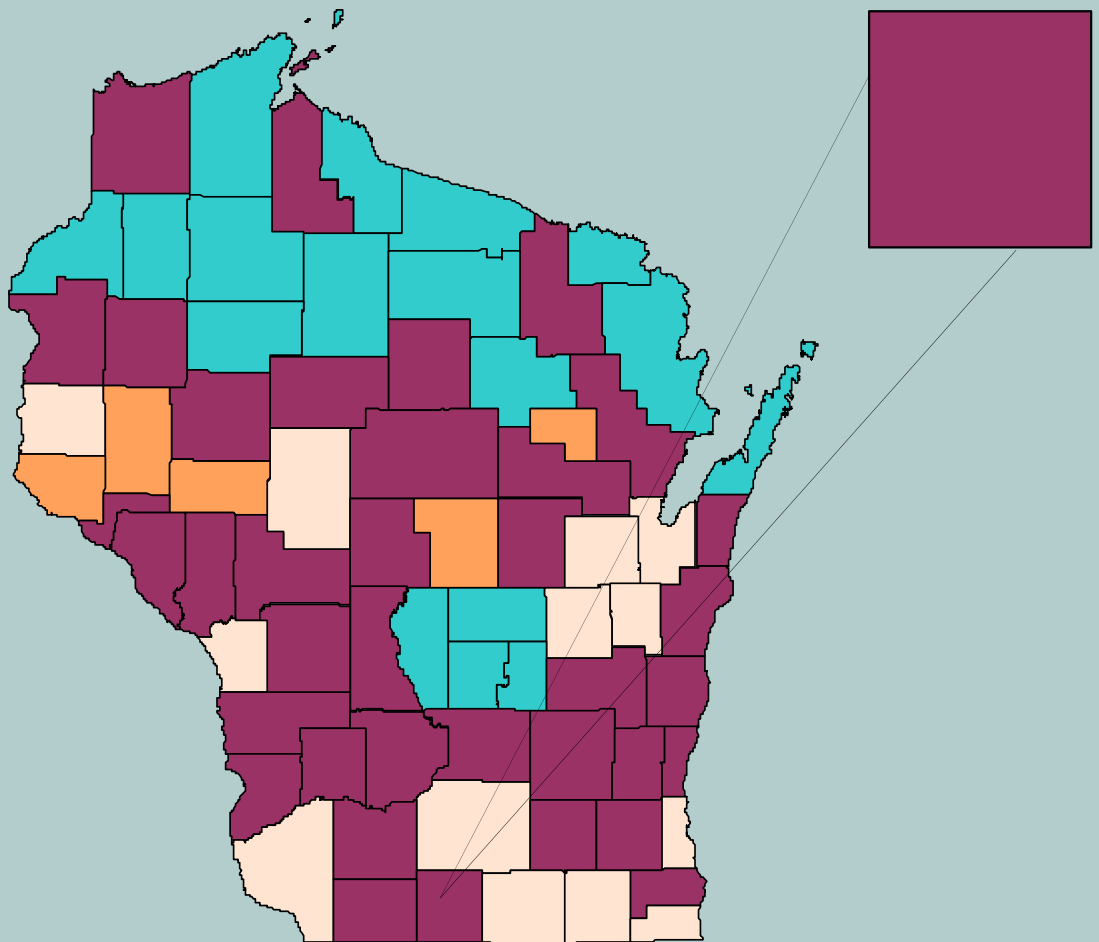


Green County

Workforce Profile

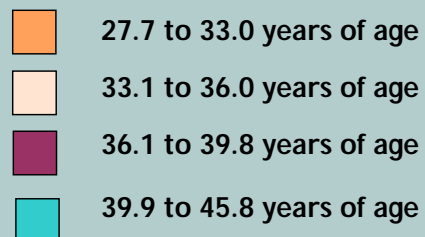
Median Age by County, 2000



Your complete guide to the state of the labor force of today and a glimpse into the economy of tomorrow.



State of Wisconsin
Department of Workforce Development
October 2002



Source: Census 2000 of the United States



County Population

Green County continued to experience a trend of significant population growth over the course of the past year, owing in part to the county's location to the west of Dane County, making the relatively less dense communities of the county attractive to those who join a rapidly growing workforce in the Madison metropolitan area. Over the course of 2000, the population of Green County increased by slightly fewer than 300 persons, or 0.8 percent. This growth rate is slightly higher than that of either the State of Wisconsin or United States, whom each witnessed estimated growth rates of 0.7 percent in 2000. The close to one percent annual population growth rate of Green County continues a growth trend established over the course of the 1990's, when the county's population grew by 10.9 percent, or 3,308 persons. This rate of growth was somewhat less than the 13.1 percent national growth rate during the same time period, but is greater than the 9.6 percent growth rate experienced in the state.

In order to clearly understand the connections between Green County and the southwest area of the state, as a whole, it is important to look at population movement into the county from other areas in the state and nation. According to data collected

through the 2000 census, 12,973 current Green County residents, or 41.2 percent of the county's population reported living in a different residence in 1995. Of those nearly 13,000 residents, approximately half (7,281 residents) moved from one part of the county to another, while the remaining 18.1 percent of the county's total population (5,692 residents) reported living in a different county in 1995. Of the nearly 5,700 current Green County residents in this category, a significant majority, nearly 68 percent reported living somewhere else in Wisconsin in 1995. While no specific data exists to suggest where much of this migration is originating from, construction patterns in the area suggest that a strong flow of residents to and from Dane County exists.

To further explore the changes in Green County's population, and particularly the impact that population growth from outside of the county has had on the county's housing market. According to data collected in the 2000 Census, a total of 2,218 new housing units were built between 1990 and 2000, accounting for 16 percent of the existing housing stock in the county. The growth rate of Green

(Continued on page 2)

Total Population

| | 2000 Census | January 1, 2001 Estimate | Percent change |
|---------------|-------------|-----------------------------|-------------------|
| United States | 281,421,906 | 283,474,000 | 0.7% |
| Wisconsin | 5,363,675 | 5,400,449 | 0.7% |
| Green County | 33,647 | 33,925 | 0.8% |

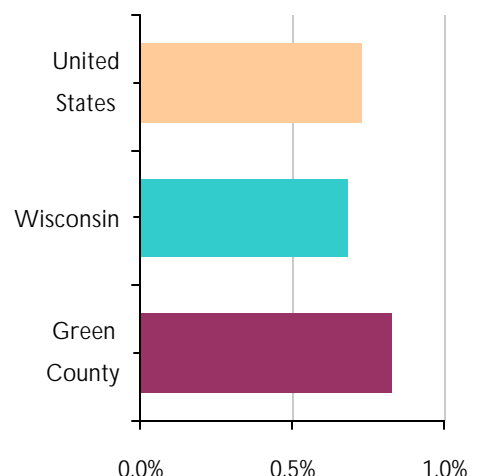
Ten Largest Municipalities

| | | | |
|---------------------|--------|--------|------|
| Monroe, City | 10,843 | 10,867 | 0.2% |
| Brodhead, City | 3,180 | 3,181 | 0.0% |
| New Glarus, Village | 2,111 | 2,111 | 0.0% |
| Decatur, Town | 1,688 | 1,727 | 2.3% |
| Exeter, Town | 1,261 | 1,325 | 5.1% |
| Jefferson, Town | 1,212 | 1,217 | 0.4% |
| Albany, Village | 1,191 | 1,192 | 0.1% |
| Monroe, Town | 1,142 | 1,159 | 1.5% |
| Monticello, Village | 1,146 | 1,151 | 0.4% |
| Clarno, Town | 1,079 | 1,084 | 0.5% |

* Green portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001

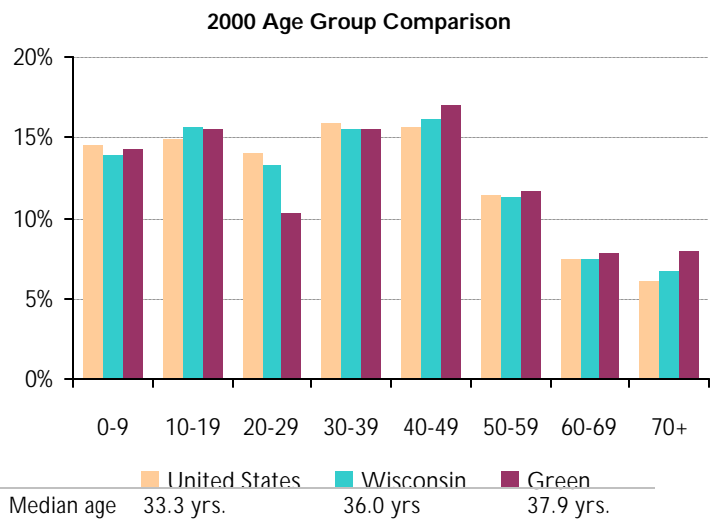




County housing is outpacing the rate of population growth in the county over the same period.

Turning our attention to changes in the populations of the county's largest municipality we see that the City of Monroe, the county's largest municipality, grew by just 0.2 percent, adding 24 residents to its population in 2001. This follows a decade in which the city grew by 602 persons, or 5.9 percent. Much of the population growth in Green County during the last decade occurred in cities and towns in the north-central and northeastern parts of the county.

Another key facet of the county's population that has significant bearing on the county's workforce is the distribution of the county's residents by age. In 2000, the median age of Green County's residents was 37.9 years of age. This median figure is somewhat higher than the state median age of 36.0 years and significantly higher than the national median age of 33.3 years. This relatively high median age can impact the county's labor force in ways that will be discussed throughout this profile. When looking at the composition of the

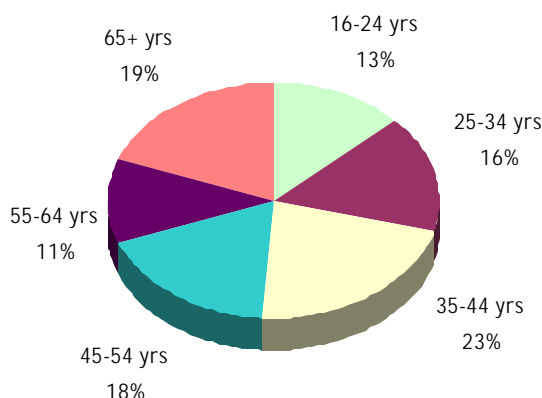


Source: US Department of Commerce, Census Bureau, *Census 2000*

county's population, we see a concentration of residents over the age of 39 that either approaches or exceeds the state distribution and far surpasses the national average. Conversely, the percentage of the population in Green County between the ages of 20 and 29 is significantly lower than either the state or national distribution. Each of these disparities has a significant bearing on the state of the county's labor force.

County Civilian Labor Force

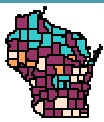
Green County Labor Force Age Groups



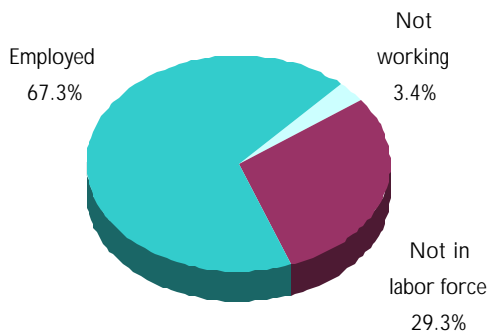
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The labor force is the sum of employed and unemployed persons who are 16 years old and older. Readers should keep in mind that people who are "not working" includes people who are "unemployed" and people who are "not in the labor force". "Unemployed" does not include all people who are "not working", some people who are not working are not technically unemployed. Examples of people who are not working but who are not unemployed are: retirees, fulltime students choosing not to work, persons with too many employment barriers to enter the work force, persons that have become discouraged and stopped looking for work, or other people who choose not to work or look for work. Persons in a prison, mental institution, or nursing home are not counted as mem-

(Continued on page 3)

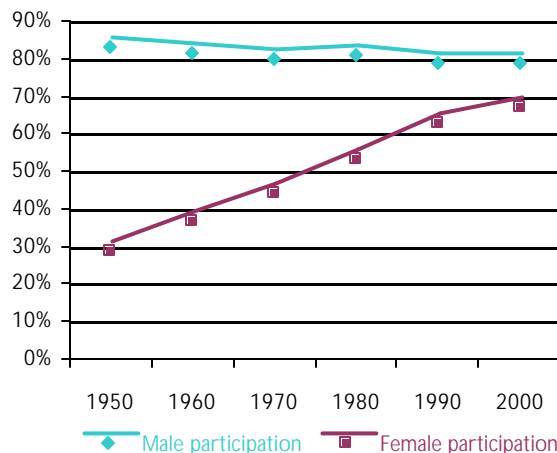


2001 Labor Force Participation



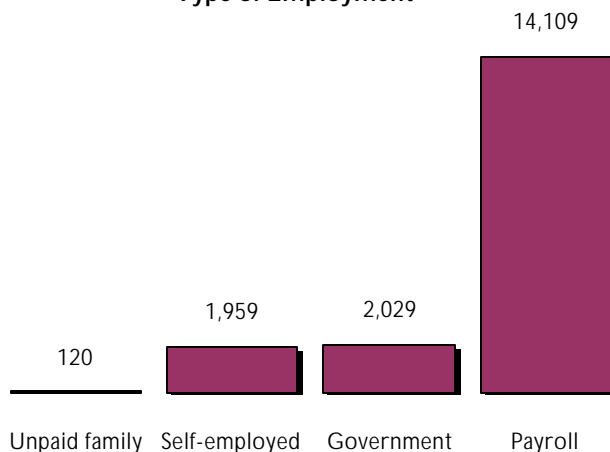
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

bers of the labor force, nor are they counted as unemployed. The pie chart displayed on the left provides estimates of employed, unemployed and those "not in the labor force" as a percentage of the civilian non-institutional population. The "participation rate" is the percentage of the total resident population, aged 16 and over, who are working or seeking employment. Many social and economic factors influence the participation rate in a given area.

In 2001, the participation rate in Green County was 70.7 percent. Green County has a higher participation rate than does the nation (67.2), but somewhat lower participation rate than the State of Wisconsin rate (73.5). Green County ranked 36th in participation rate out of Wisconsin's 72 counties in 2001.

One of the more interesting areas of information pertaining to the labor force included in the most recent decennial census is an analysis of the changing role of men and women in the workforce, as quantified in an analysis of the labor force participation rate for each gender. Using data from 1950 to 2000, as illustrated in the chart to the left, we see that two divergent trends have occurred within the county. In analyzing the male participation rate over this period we see that the rate has remained relatively stable over the past fifty years. Conversely, the female labor force participation rate has increased significantly over the course of the past fifty years. While much has been written about the socioeconomic factors that have led to an increasing number of women in the workforce, the growth that has occurred over the past twenty years has been driven by a pair of demographic and economic factors. First, the female percentage of the population has increased significantly, both nationally and statewide. Therefore, increased participation is a function, in part of an increase in available female workers. Second, and perhaps, most importantly, the economy of Green County has continued a pattern of transition from manufacturing and other "hard industries" to a service-oriented economy, as indicated by the growth of employment in retail trade and service industries, for example. As the economy has shifted away from a focus in traditional industries and occupations, which are commonly male-dominated, an increasing number of opportunities in fields such as health care and financial

(Continued on page 4)

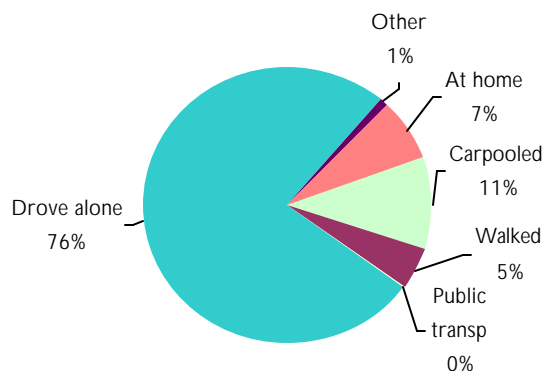


services have been created, thus further spurring growth in female labor force participation.

An additional source of insight into the activities of the county's labor force can be obtained through an analysis of the commuting patterns in the county. While revised data reflecting daily commuting patterns will not be available until later this year or early 2003, an analysis of means of transportation data collected in the 2000 census suggests that the county's workforce is highly mobile, as evidenced by a significant share of the workforce who either drive alone or carpool as their primary means of transportation. The relatively high percentage of workers who carpool is driven primarily by the county's proximity to the Madison job market.

The time it takes Green County residents to get to work is increasing. In 1990, the average Green County worker took 17.2 minutes to get to work, in the year 2000 that increased to an average commute in minutes of 22.3 minutes. Increased job opportunities, and the ever increasing number of Green County residents commuting to Dane and Rock Counties for work are major contributing fac-

County Travel-to-Work Patterns



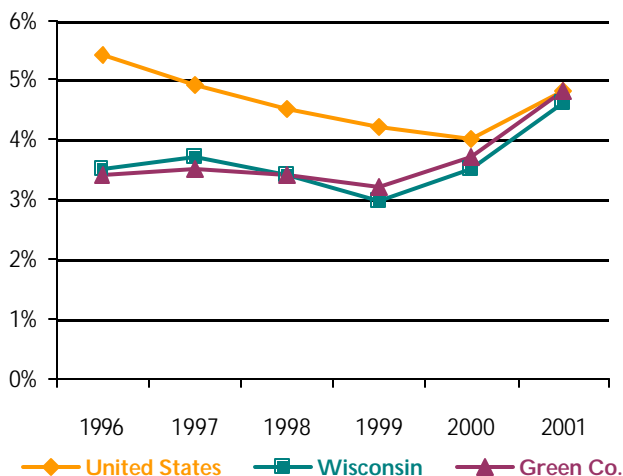
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

tors in those increased travel to work times.

On of the last pieces of data released from the Census is destination county commuting data. That is, data on which county residents are driving to other counties for work and how many workers are staying within their county of residence for work. Destination county commuting data from Census 2000 has not been released yet. Census 2000 data released as of this writing does indicate that 66.4 percent of Green County residents work within Green County. About 30 percent of Green County residents work in another Wisconsin county and 3.5 percent of Green County residents work in a state other than Wisconsin. Stated another way, one out of three Green County residents travel outside the county to work.

Shifting briefly from our discussion of the employed labor force to a discussion of the unemployed labor force, the chart at the left illustrates the shifts in unemployment over the past five years nationally, statewide, and within Green County. As is apparent, the county's annual unemployment rate has followed a pattern similar to the state.

Unemployment Rate Comparison



Green County Civilian Labor Force Data

| | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|-------------------|--------|--------|--------|--------|--------|--------|
| Labor Force | 18,700 | 18,800 | 18,900 | 18,000 | 18,300 | 18,200 |
| Employed | 18,100 | 18,100 | 18,300 | 17,400 | 17,600 | 17,400 |
| Unemployed | 640 | 660 | 640 | 580 | 680 | 880 |
| Unemployment Rate | 3.4% | 3.5% | 3.4% | 3.2% | 3.7% | 4.8% |

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



County Industry Employment

Nonfarm Wage and Salary Employment

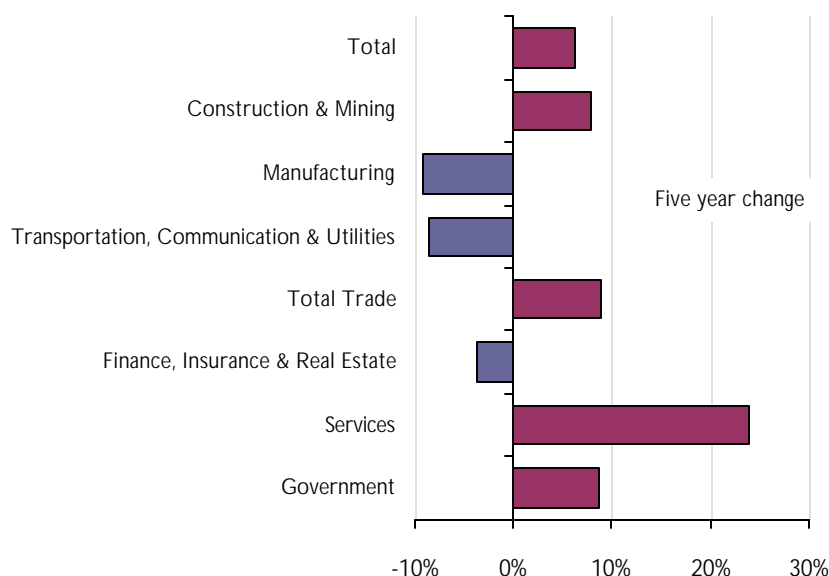
| | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | Percent change | |
|--|--------|--------|--------|--------|--------|--------|----------------|--------|
| | | | | | | | 1 year | 5 year |
| Total | 14,112 | 14,447 | 14,980 | 15,082 | 15,332 | 15,006 | -2.1% | 6.3% |
| Goods Producing | 4,267 | 4,213 | 4,224 | 4,137 | 4,148 | 3,950 | -4.8% | -7.4% |
| Construction & Mining | 441 | 438 | 456 | 472 | 491 | 476 | -3.1% | 8.0% |
| Manufacturing | 3,826 | 3,775 | 3,768 | 3,665 | 3,657 | 3,474 | -5.0% | -9.2% |
| Durable | 2,480 | 2,407 | 2,419 | 2,422 | 2,416 | 2,319 | -4.0% | -6.5% |
| Nondurable | 1,346 | 1,369 | 1,348 | 1,243 | 1,242 | 1,155 | -7.0% | -14.2% |
| Service Producing | 9,845 | 10,233 | 10,756 | 10,944 | 11,184 | 11,056 | -1.1% | 12.3% |
| Transportation, Communications & Utilities | 477 | 489 | 444 | 431 | 434 | 436 | 0.4% | -8.6% |
| Total Trade | 4,031 | 4,149 | 4,331 | 4,561 | 4,554 | 4,396 | -3.5% | 9.1% |
| Wholesale | 681 | 639 | 617 | 643 | 676 | 627 | -7.2% | -7.9% |
| Retail | 3,350 | 3,510 | 3,713 | 3,918 | 3,878 | 3,770 | -2.8% | 12.5% |
| Finance, Insurance, and Real Estate | 403 | 399 | 407 | 395 | 395 | 388 | -1.6% | -3.6% |
| Services & Misc. | 3,096 | 3,326 | 3,675 | 3,655 | 3,833 | 3,836 | 0.1% | 23.9% |
| Total Government | 1,838 | 1,871 | 1,900 | 1,902 | 1,968 | 2,000 | 1.6% | 8.8% |

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data, as opposed to the civilian labor force

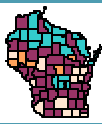
data which appears at the bottom of page two - which is based on residence. Large numbers of Green County residents commute outside of the county to their jobs; this is a significant reason why the number of residents living in Green that are employed was 3,200 larger than the number of jobs located within the county in 2001.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

In Green County, as is in the case in much of Wisconsin and the nation, service sector employment has been growing rapidly in the last five years. Service sector employment has added roughly 800 jobs in the last five years, almost a 24 percent growth in service sector employment in Green County. In most locations business services and health services are receiving the lion's share of that growth in service sector employment. The second largest private employer in Green County is a provider of health services, and the third largest is a provider of business services.



Top 10 Private Employers

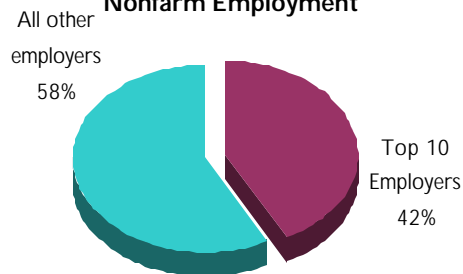
| Company | Product or Service | Size |
|-----------------------------------|--|---------|
| Swiss Colony | Mail Order Retailer | 1000+ |
| Monroe Clinic | Health Services | 500-999 |
| S C Data Center | Computer/Data Processing Services | 500-999 |
| Monroe Truck Equipment | Transportation Equipment Manufacturing | 500-999 |
| Philips Electronics North America | Electronic Equipment Manufacturing | 250-499 |
| Woodbridge | Automotive Parts Manufacturing | 250-499 |
| Knight Mfg | Industrial Machinery Manufacturing | 100-249 |
| Wal-Mart | General Merchandise Stores | 100-249 |
| Iroquois Foundry | Primary Metal Manufacturing | 100-249 |
| LSI Inc - New Glarus | Prepared Meat Products Manufacturing | 100-249 |

Top 10 Industry Groups

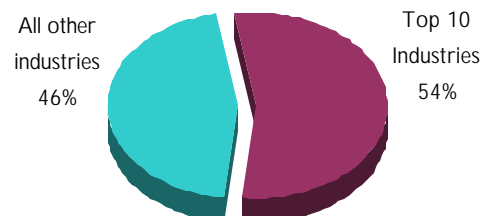
| Industry Group | March 2001 | | Numeric change | |
|---------------------------------------|------------|-----------|----------------|--------|
| | Employers | Employees | 1-year | 5-year |
| Health Services | 31 | 1,411 | 9 | 246 |
| Miscellaneous Retail | * | * | * | * |
| Educational Services | 9 | 1,114 | 13 | 104 |
| Eating and Drinking Places | 68 | 914 | -90 | 56 |
| Food and Kindred Products | 24 | 726 | -9 | -170 |
| Electronic & other Electric Equipment | 3 | 673 | 73 | -140 |
| Executive, Legislative, and General | 24 | 603 | 53 | 10 |
| Transportation Equipment | * | * | * | * |
| Business Services | 21 | 520 | -139 | 122 |
| Social Services | 26 | 488 | 39 | #N/A |

*data suppressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

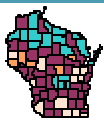
An examination of the largest private employers in Green County reveals a diverse mix, as the top four employers are classified in different sectors - manufacturing, health services, business services, and retail trade.

There were 906 employers operating in the county as of the 1st quarter 2002. The fourth largest industry sector in Green County was eating and drinking

establishments. This is not unusual since most of these establishments contain relatively few workers, and their growth is usually based on population and tourism patterns.

Compared to the rest of Wisconsin, wages paid to workers in Green County are 79.8 percent of the statewide average. Green County's reasons for be-

(Continued on page 7)

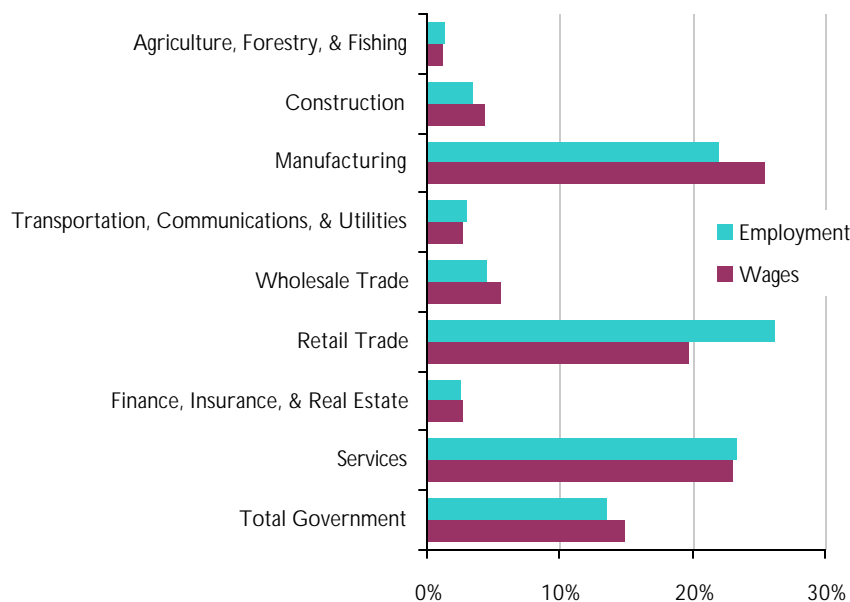


State of Wisconsin - Green County

ing below the state average include the higher than average percent of workers in the county who work in retail trade, where pay is consistently lower wages than other industries. This sector is also more likely to employ part-time workers. Retail trade workers in Green County, on average, earn a higher wage than retail trade workers statewide. However, retail trade wages in Green County are substantially lower than the statewide average for all industries.

As compared to the statewide industry average, the transportation industry pays the least in Green County, followed closely by the finance industry (FIRE). Both industries are relatively small in Green County. The FIRE industry is dominated by small establishments, mainly banks and credit unions. Occupations within these industries are characterized by entry-level and part-time work; in most cases, wages paid are below average for the state.

Employment & Wage Distribution by Industry Division



The largest percentage increase in the Green County annual average wage during the five year time span 1996-2001 was found in construction. The expansion of new housing construction in Green County coupled with the increasing demand for workers has led to increases in wage rates for that industry especially for higher-skilled occupations. Nevertheless, these wages are still lower than those paid throughout the state on average.

Annual Average Wage By Industry Division

| | Green Co. Annual Average Wage | Wisconsin Annual Average Wage | Percent of State Average | 1-year percent change | 5-year percent change |
|---|-------------------------------------|-------------------------------------|-----------------------------|-----------------------------|-----------------------------|
| All Industries* | \$ 24,686 | \$ 30,922 | 79.8% | 3.1% | 18.0% |
| Agriculture, Forestry, & Fishing | \$ 21,318 | \$ 22,565 | 94.5% | 12.5% | 23.0% |
| Construction | \$ 30,739 | \$ 39,011 | 78.8% | 6.4% | 30.0% |
| Manufacturing | \$ 28,705 | \$ 39,739 | 72.2% | -3.0% | 18.2% |
| Transportation, Communications, & Utilities | \$ 22,555 | \$ 36,639 | 61.6% | -0.9% | -1.0% |
| Wholesale Trade | \$ 30,973 | \$ 40,521 | 76.4% | 6.6% | 17.8% |
| Retail Trade | \$ 18,660 | \$ 14,596 | 127.8% | 7.7% | 23.5% |
| Finance, Insurance, & Real estate | \$ 25,908 | \$ 40,933 | 63.3% | 4.9% | 16.5% |
| Services | \$ 24,436 | \$ 28,775 | 84.9% | 3.4% | 19.0% |
| Total Government | \$ 27,087 | \$ 33,785 | 80.2% | 3.3% | 15.2% |

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



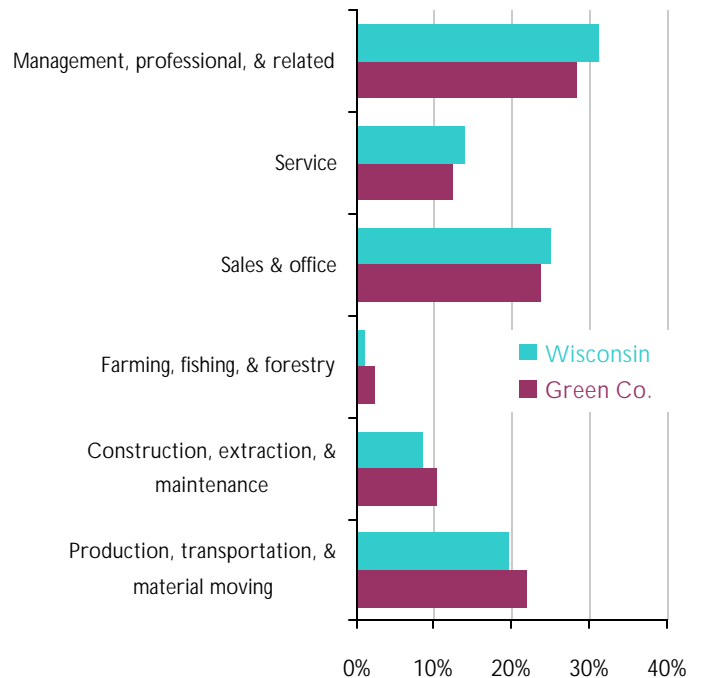
Occupation and Education Characteristics of County Population

Shifting our focus now to a discussion of the occupational and educational characteristics of the county, we see that Green County shows a great degree of diversity with respect to the range of occupations held by the county's residents. Additionally, the county does show a relatively high degree of educational attainment, both of which point to future economic prosperity.

With regards to the occupational distribution of Green County's residents, the chart at right shows that the county differs somewhat from the state standard in a number of key categories, according to data collected in the 2000 census. A greater percentage of workers are employed in sales and office occupations in Green County than statewide, due assumedly in part to the impact of Swiss Colony on the county's labor market. The slightly greater percentage of workers employed in production, transportation, and material moving occupations illustrates that there is still a strong presence of manufacturing, transportation, and wholesale trade firms in the county. However, this conclusion is relatively difficult to draw definitively as the occupational distribution shown above draws no connection between industry affiliation and occupations.

In examining the distribution of residents in Green County aged 25 and older by the highest level of

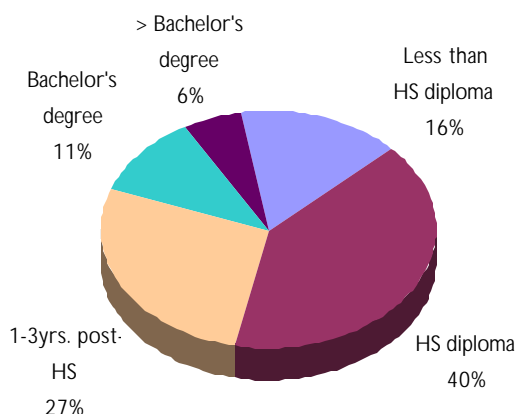
Employment by Occupation Group: 2000



US Department of Commerce, Census 2000

education completed, or educational attainment, we see a population that's relatively highly educated. The fact that 84 percent of the county's population has earned at least a high school diploma and that 44 percent of the population has completed some level of education beyond high school, including 17 percent of the population that has earned at least a bachelor's degree suggests that the county possesses a skilled labor force. The high percentage of workers who have completed between one and three years of post-secondary education is particularly significant as it is widely assumed that much of this education is directly related to professional development and job training. This again suggests that the county is poised to take advantage of new technologies and employment opportunities in the future.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



County Income Information

The final aspect of the Green County labor force that warrants discussion and further analysis is the level of income present in the county, which is a direct reflection of the health of the county's population and economy. This can be measured in a variety of ways, but the three most common measures include the median household income, percentage of the population living below the poverty line and the per capita personal income. While there is some reason for concern, particularly in the area of poverty, all of these measures suggest that Green County shows signs of a promising economic future.

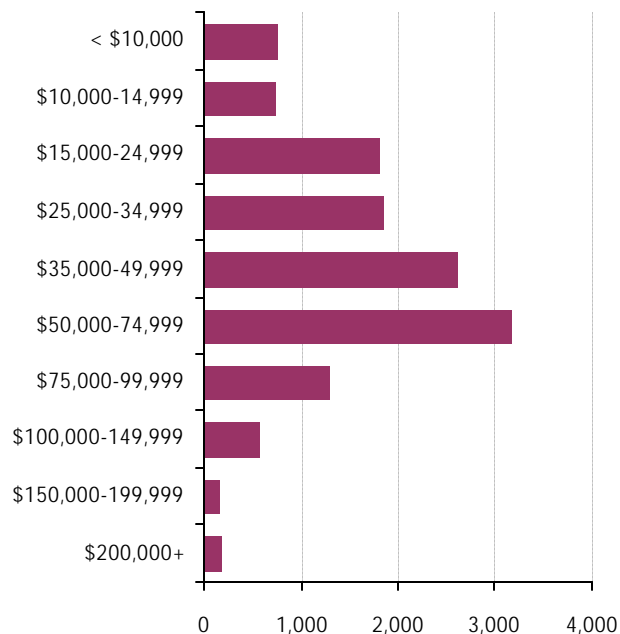
In 1999, the median household income of Green County was \$43,228. This is slightly less than the state median income of \$43,791. However, when analyzing median income growth over the past decade, we see that Green County's median income grew by 52 percent, while the state's median income grew by a slower pace of 48.7 percent.

When examining the poverty status of Green County's population we see that 3.3 percent of families, 5.1 percent of individuals, and 12.1 percent of single mother families earned incomes below the federal poverty line. While each of these levels is below the state average, they are significant.

A final measure of income is the per capita personal

Households by Income Range

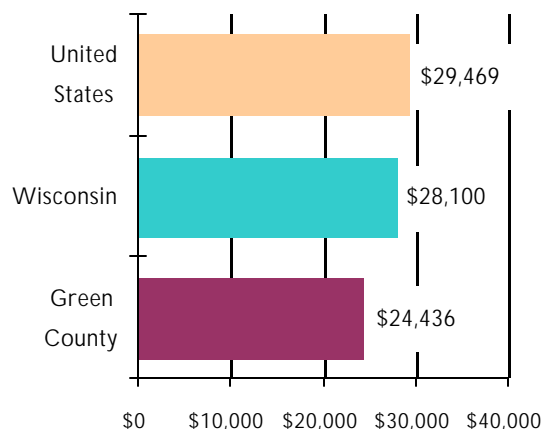
Median household income in Green Co. \$43,228



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

income, which accounts for forms of earnings other than salary and wages. In 2000, the per capita personal income of Green County was \$24,436, which is significantly lower than either the state or national standard.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

